

FOR IMMEDIATE RELEASE:

Revera Receives LTC & Senior Living LINK Spirit of Innovation Award

"Culture Change" best practice case study to be presented at LINK Conference in July

TORONTO, Canada, May 29, 2012 - Revera is proud to announce that it has earned the LTC & Senior Living LINK Spirit of Innovation Award for the second straight year. This award, to be presented at the 8th Annual LINK Conference in July, recognizes companies for their innovation, dedication to continuous improvement, development of best practices, and commitment to the success of the long term care industry. Revera is the first-ever recipient of this Award in a new category focused on Culture Change. The company's winning case study outlines the work that began with the company's Dementia Care Network and its *Seeds of Change* initiative.

"We know from our own residents' increasing acuity and information such as the Alzheimer Society of Canada's *Rising Tide Report*, that the need for quality care for those living with Alzheimer's and dementia will escalate over time," said Joanne Dykeman, Vice-President, Clinical Services and Quality. "The national Dementia Care Network is an interprofessional group of clinicians at Revera committed to addressing these issues, specifically the growing need to improve care for seniors with responsive behaviours and to provide practical guidance to the staff who care for them."

As part of the Network's *Seeds of Change* initiative, Revera surveyed more than 1,300 frontline staff on their experience with managing responsive behaviours, and solicited their suggestions for improvement. The resulting training and programs are firmly person-centred in approach. Person-centred care has been adopted as Revera's care philosophy and is a crucial part of its on-going journey of culture change.

"The Seeds of Change began as a commitment to advancing the quality of life for those caring for and living with Alzheimer's disease and or other related dementias," said Dan Kaniuk, Revera's Senior Vice-President, Long Term Care. "Its impact continues to reverberate through our organization, as we adopt and embrace person centred care. We're honored that we are being recognized by the LTC Link Spirit of Innovation Award for what we so strongly believe is important work."



"The goal of the Spirit of Innovation Award is to help advance business productivity, - greater quality of care and foster innovation in senior living and long term care. - These winners have not only developed unusually successful business initiatives but - have also demonstrated a willingness to share their great ideas with others in - support of this mission," said Bailey Beeken, Vice President and Conference Director - for LTC & Senior Living LINK. -

Winners were selected based on a number of factors, including level of innovation, - feasibility and business impact. Revera will present its case study at the 2012 LINK - event this July 30- August 1 at the Sheraton Chicago. -

About LTC LINK & Senior Living LINK

LTC & Senior Living LINK is a marketplace of best practices for long term care - providers, featuring a combination of peer-to-peer education, networking and - consultative business meetings. -

About Lincoln Healthcare Events

LTC LINK is produced by Lincoln Healthcare Events (LHE) - an independent - organizer of executive leadership communities in healthcare. LHE strives to - positively impact the quality and effectiveness of the U.S. healthcare system by - delivering the single most valuable conference and community of healthcare - executives in each of the sectors we serve. The conferences offer senior-level - executives highly focused venues for understanding strategic trends, sharing best - practices and building relationships.

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About Revera Inc.

Revera is a leading provider of seniors accommodation, care and services; built on a 50 year history of helping seniors live life to the fullest. Our nearly 30,000 dedicated employees continually strive to serve a diverse group of clients and to offer choices to meet their individual preferences. With 252 sites across Canada and parts of the U.S., we work to enhance lives in our retirement communities, long term care homes, U.S. nursing and rehab centres and through the provision of home health services. Canadian owned and operated, Revera serves approximately 30,000 clients every day, with the core values of respect, integrity, compassion and excellence at the heart of our business. Find out more about Revera at www.reveraliving.com.



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Revera: 50 years of experience
with over 250 locations.

